



CONCEPT:

Building relationships is crucial to growing and sustaining business. As strong alliances are formed, brand loyalty and market share expand and solidify. As with all business development, setting your organization apart in sea of corporate competition requires ingenuity and personal attention. Sports Link has developed a highly effective and affordable way to achieve that distinction.






OPPORTUNITY:

As an **Official Partner of the Kansas City Chiefs**, Sports Link is pleased to announce a NEW opportunity that is cost effective, turnkey, and sure to help create lasting and lucrative business relationships. Sports Link is offering individual suite nights for the upcoming 2010 Kansas City Chiefs football season.

Historically, if a company wanted access to a suite for a Chiefs game they would have to secure a suite for a 3-year commitment, at an approximate cost of over \$375,000. That is often much too high of a financial burden for many local businesses. Further, developing a plan to fully utilize the investment in a way that expands business can overwhelm organizations of any size when event management is not there core competency. A single-suite night provides the same powerful business development opportunities without the financial and management burden.

Ranked as one of the top five sports experiences in the country, a suite-night at the newly renovated Arrowhead Stadium will leave your organization front-and-center in the minds of your clients and VIPs.

BENEFITS OVERVIEW:

-  New and exciting way to connect with prospects, retain clients, and grow business with minimal investment and no long-term commitment
-  Turnkey Planning and Execution by Sports Link
-  Post Event Usage and ROI Analysis
-  Tax Benefit through corporate tax deduction and/or charitable contribution
-  Six Months Complimentary Access to Virtual Box Office, Sports Link's online ticket inventory management system and ROI analysis tool

A UNIQUE APPROACH:

Sports Link provides a unique approach to event packaging. We do more than just work hand-in-hand with you to plan and execute an unforgettable event, we provide the knowledge behind the expenditure. Our value proposition is founded on the principle that every marketing dollar spent should have clear objectives and pre-defined metrics attached to it. When the event ends, we shift our focus to the results. Using a number of powerful ROI analysis tools that we offer, you can easily tie outcomes to expenditures, which is simply smart business.



SUITE OVERVIEW:

These suites and lounge areas are described by the NFL as the 'best height and distance from the field for sideline camera locations and viewing'. With totally unobstructed views of the field, your suite will provide an excellent and unparalleled view of the action.

Adjacent to the suite, guests will share an exclusive lounge area with a spacious bar, china buffet service, fireplace, video monitors and private restrooms. Accommodations for 12 guests include:

- 4 VIP parking passes with optional valet service
- High-definition TV
- Retractable windows
- Shared lounge area with bar, buffet service, fireplace, video monitors and private restrooms
- Alumni and cheerleader visits
- Inclusive of food and beverage
- Concierge



RESERVATIONS:

With only ten (10) home games this season, individual suite nights are filling up quickly. To reserve a suite for the game of your choice or to learn more, please contact us at 888.727.7332 or visit us at www.sportslinkinc.com.

Contact a Certified Public Accountant in your state for information on qualified tax deductions and charitable contributions.